

**zippo**<sup>®</sup>

2013/2014 Choice Catalog

*Lights  
Beautifully—*  
...EVEN IN A GALE!



*Zippo*

THE ORIGINAL

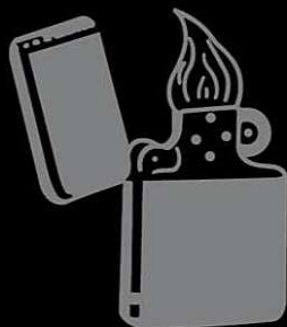
WINDPROOF

LIGHTER

**ZIPPO**

*Windproof*

LIGHTER



**ZIPPO**

MANUFACTURING CO.  
BRADFORD, PA., U.S.A.



Choice Collection

**Striking new technique**  
on gray dusk finish – horseshoe  
design is stamped from reverse  
side for an embossed look, then  
laser engraved for contrast.

**28498**  
*Gray Dusk*

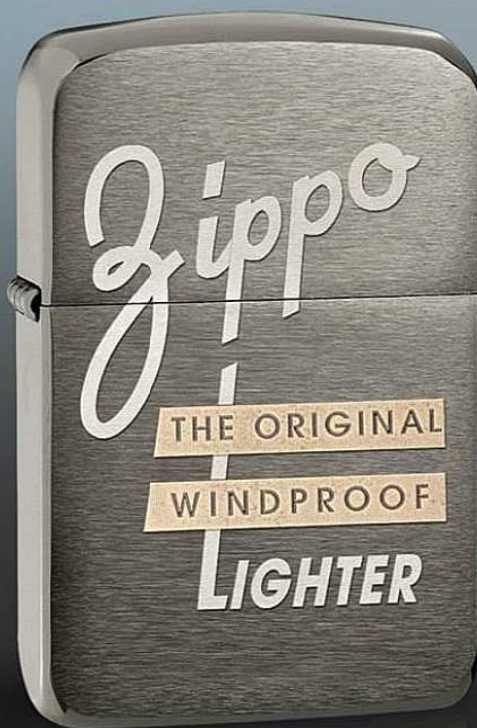




Choice Collection



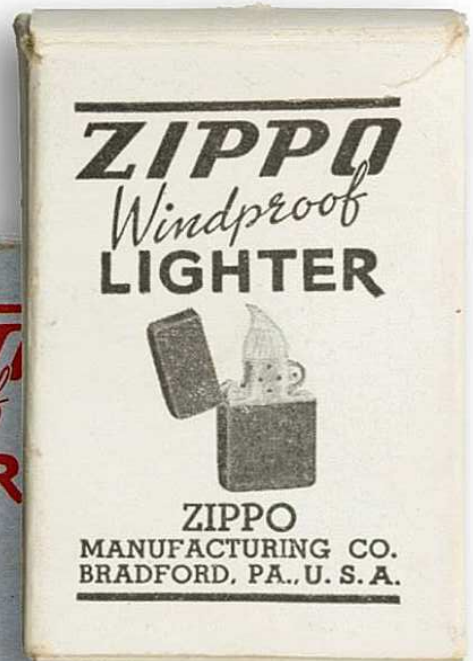
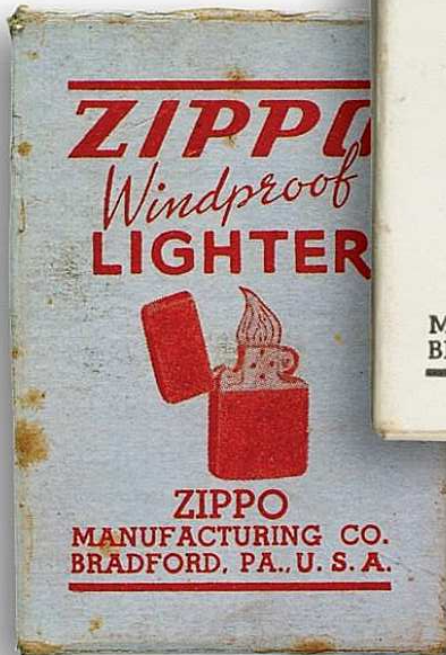
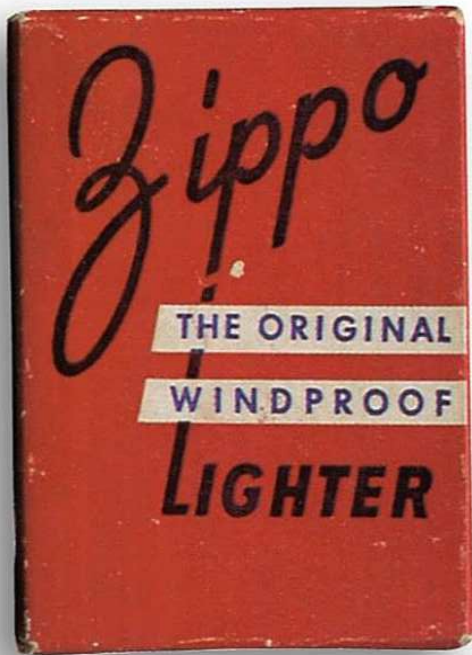
**28535**  
*Ebony*



**28534**  
*1941 Replica*  
*Black Ice®*



Choice Collection



**The expression “everything old is new again”** rings true with these lighters and the Zippo-themed lighters on selected pages through this catalog. Vintage ads and images are reprised on new finishes or using new techniques.

Here, packaging art from the 1940s is engraved on Black Ice and Ebony, using a multi-level engraving technique to produce the two-tone images.



Choice Collection

**28530**  
*High Polish  
Chrome*






Choice Collection

**Stunning Slim Armor** partners the smaller size of a slim lighter with the weight and feel of high polish Armor for a solid, substantial lighter that is beautifully deep carved front and reverse. Distinctive bottom stamp authenticates it as genuine Armor.

**28581**  
*Slim®*  
*Armor*  
*High Polish*  
*Chrome*




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## Choice Collection

**Crisp deep carve engraving** produces a gently undulating pattern with the look of a high quality emblem directly on the surface. Gold-flashed inside unit adds to the unique attraction of this lighter designed by Grant Duke, a fourth generation member of the Zippo family. Distinctive bottom stamp authenticates it as genuine Armor.



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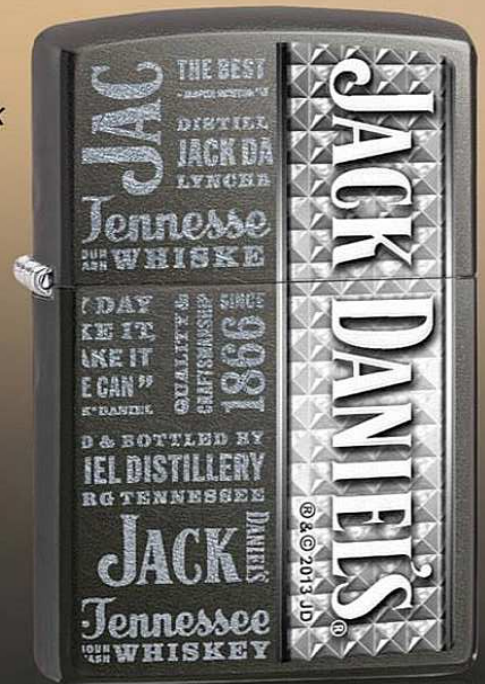
Choice Collection

For over 15 years, Playboy and Jack Daniel's brands have been richly displayed on the canvas of a Zippo lighter. They are two of our most popular and best-known licenses. Our newest models are unique in design. The Playboy combines innovative engraving of laser and rotary and Jack Daniel's lighter combines color imaging and laser engrave.

Some territory restrictions may apply.



**28545**  
High Polish  
Chrome



**28577**  
Gray Dusk

© 2013 Playboy. PLAYBOY and iconic Playboy Rabbit Head Design are marks of Playboy and used under license by Zippo Manufacturing Company.

JACK DANIEL'S and OLD NO. 7 are registered trademarks used under license to Zippo Manufacturing Company. © 2013, Jack Daniel's — All Rights Reserved. Your friends at Jack Daniel's remind you to drink responsibly. For sale to adults of legal drinking age.






Choice Collection

### Vintage advertising, circa 1940s.

The Zippo lighter was practically standard issue for military personnel in WWII, when Zippo Manufacturing Company earmarked all lighters produced to go to the military. Every ship in the U.S. Navy has been commemorated on a Zippo lighter; every major U.S. military engagement since WWII has been immortalized with its own Zippo lighter.



*ZIPPO to the rescue*

## ZIPPO is in the War!


Zippo Windproof LIGHTERS have acted as rescue beacons for men in open boats, as a guide through dense dark jungles and as a means of lighting fires for food and warmth. Lighting lanterns as well as pipes is a regular duty for a ZIPPO. Its water-tight case is a life saver.

So, if you are in the service and are going "over there", where matches are scarce and sometimes difficult to light, you'll be glad to have Zippo, the world's most practical windproof lighter, and the choice of the men in the Service.

We now can furnish ZIPPO Windproof LIGHTERS only to our Armed Forces outside of continental United States, and to post exchanges at ports of embarkation and ship service stores on board ship. We hope your local dealer can still supply you—the factory consumer stock is done and gone until metals essential for victory are again available. Sorry.

ZIPPO MANUFACTURING CO., 7 Barbour St. BRADFORD, PA. New York Office: 22 Vandewater Bldg.

*FOR YOUR PROTECTION: Look for this engraving on the bottom of every genuine ZIPPO LIGHTER*




### "He Gets to Sleep By Counting ZIPPO Lighters"

Those of us back home will have to continue to "dream" about that genuine ZIPPO Windproof LIGHTER that always works at the zip of the wheel. No consumer sales until the boys on the high seas and the fighting fronts are fully supplied.

**WARNING:** Watch out for imitations claimed to be ZIPPO, or "ZIPPO type"—you may pay a high black-market price for something that won't work—so wait a little longer for a real ZIPPO Lighter.


Most dealers carry genuine ZIPPO Flints and Fluid.

**ZIPPO MFG. CO.**  
Dept. C,  
Bradford, Pa.



**ZIPPO Windproof LIGHTER**

\*Be ZIP LIGHTS 100% with black, nonreflecting case for wartime use... \$2.50



## Naturally THEY RATE FIRST CHOICE

ZIPPO Windproof LIGHTERS are now being made exclusively for the boys fighting on far flung fronts and on the high seas. We can't accept service or civilian orders for delivery in continental U. S. A.\*

So be kind to *your* ZIPPO LIGHTER, you can't get another today: Don't pull out your wick—it's "asbestosized" and should last a lifetime. Use only ZIPPO Hard FLINTS (they fit most other lighters, too). They give a big spark, last longer, fit better. Package of four, 10¢ . . . and ZIPPO Long Lasting FLUID goes far and burns clean. Ask your dealer for ZIPPO accessories.

**ZIPPO MANUFACTURING COMPANY, DEPT. C, Bradford, Pa.**





Choice Collection

**28533**  
*Black  
Matte*



**28583**  
*Emblem  
1941 Replica  
Black Crackle*



**Black Crackle 1941 Replica,** a reproduction of the legendary black crackle lighter used in World War II, sports a dimensional U.S. Army pewter emblem.

By federal law, licensing fees paid to the U.S. Army for the use of its trademarks provide support to the Army Trademark Licensing Program, and net licensing revenue is devoted to U.S. Army Morale, Welfare, and Recreation programs



Choice Collection

**Although the surface area of a Zippo lighter** remains constant, the possibilities for decorating it seem endless, as illustrated by the lighters on these two pages. The laser engraved theme of each lighter carries around every surface – front, reverse, hinge side, opposite side – even the top! It’s an incredible look that ties all the elements together.

**28531**  
*Black Matte*





Choice Collection

28527  
Black Ice®





Choice Collection

# Reflections of



**28540**  
*Gold Dust*



**28536**  
*Ebony*



Choice Collection

*Turns of you*

**28532**  
*Black Matte*

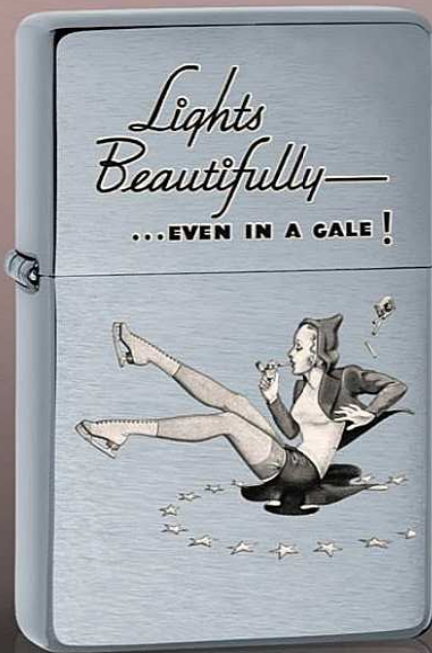


**28526**  
*High Polish  
Chrome*

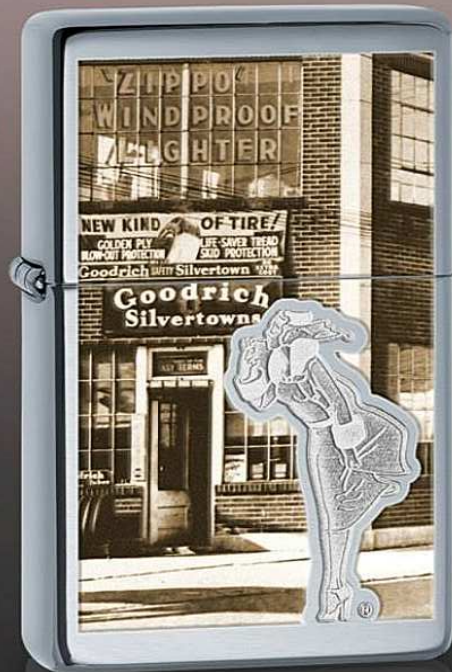




Choice Collection



**28537**  
Vintage  
Brushed  
Chrome



**28538**  
Vintage  
High Polish  
Chrome







## Choice Collection

**BLU<sup>2</sup> is the next generation** of the BLU premium butane lighter. More reliable than ever, new high-precision technology sparks a flawless butane flame, light after light. The restyled case echoes the unforgettable look and sound of a classic Zippo windproof lighter. Made in the USA, the wind-resistant BLU<sup>2</sup> is unmatched in delivering a clean-burning, hot flame every time.

Three stunning new finishes reflect the superior attributes of BLU<sup>2</sup>. Zippo designers join a rhodium lid with a 22kt. gold bottom for a glamorous Fleetwood finish. Golden Wheat is brushed gold plate front and reverse. The timeless beauty of high polish Sterling Silver rounds out the trio of stylish new BLU<sup>2</sup> finishes.

For optimum performance of every Zippo BLU<sup>2</sup> lighter, we recommend genuine Zippo premium butane gas.

**30209**  
*Fleetwood*

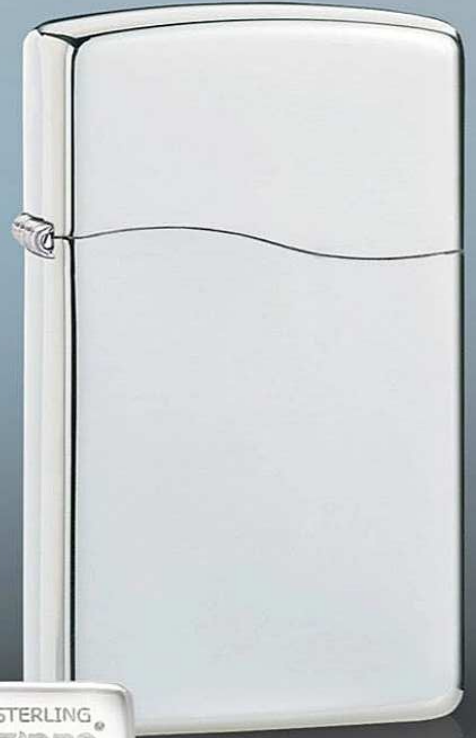




Choice Collection

Zippo's brushed chrome finish takes on a new look in this brushed gold plated BLU<sup>2</sup> lighter. Directional brushing results in a creative design pattern reminiscent of golden wheat with the enduring appeal of traditional brushed chrome in a fresh new perspective.

**30210**  
*Sterling  
Silver*



**30208**  
*Golden  
Wheat*

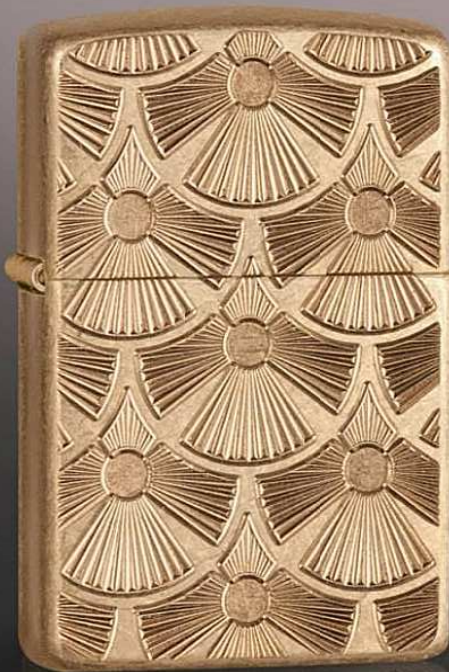




Choice Collection

**New Armor tumbled brass**


is deep carved in a swirled pattern, resulting in a tactile, all-over design. The deep dimensional engraving has the look and feel of a top-quality emblem directly on the surface of the lighter.



**28541**  
*Armor  
Tumbled Brass*



**28539**  
*Gold  
Dust*

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